

## Marin County Health & Human Services

### Abstract

**Funding Objective:** We have designed a program intended to increase local WIC enrollment in all participant categories that involves, at its core, **co-locating WIC services onsite with community partners** that are well-trusted and well-utilized by WIC-eligible families. Other project activities all serve to increase the efficacy of this strategy of co-location.

**Project Description:** We have identified a variety of clinical providers, mobile services, family centers, community events, food pantries, and other sites where WIC screening, enrollment, and recertification can take place. To lay the groundwork for this co-location program, we plan to do extensive learning about the concerns of immigrant families through surveys and focus groups. The information we glean will inform the next stage of extensive outreach to trusted community agencies and individuals in a variety of sectors that serve these families. By partnering with these programs and services and engaging them in our outreach activities, WIC will be able to share in the trust they have built in the community. Our outreach will also include the development and dissemination of a video highlighting WIC services and offering explicit reassurances to the concerns uncovered in the focus groups and surveys, as well as a one-hour radio program covering the same content. It has a flexible structure that will allow us to respond to what we learn from local women and incorporate that content into our outreach activities.

**Goals:** The overarching goal of this project is to increase the number of pregnant women, postpartum women, infants, and children enrolling and participating in WIC. Specifically, we hope that co-locating a WIC staff person onsite in a wide variety of community settings will capitalize on institutional and individual relationships of trust, and result in a 15% increase in WIC participation over our 2015 baseline.

**Evaluation:** The Three Year Program Evaluation Plan includes four objectives that will increase enrollment and participation of pregnant women, postpartum women, infants, and children. The objectives include convening focus groups and administering surveys that will allow us to target our outreach messages, utilizing those messages to execute outreach to myriad community organizations and providers, creating a video and radio show highlighting key messages, and co-locating enrollment staff throughout the community.

**Key Personnel:** Core staff for the program is a .75 FTE WIC Nutrition Assistant. She will be conducting the community-based enrollment activities and the outreach activities. She will primarily be supported by the WIC Director who will participate in focus group and survey design, overseeing the video production, evaluation, and data tracking and analysis. Other staff from our Health and Human Services agency including our media team and MCAH program will be involved as well.